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Marketing and Development in Ontario Agriculture

SEPTEMBER 1983

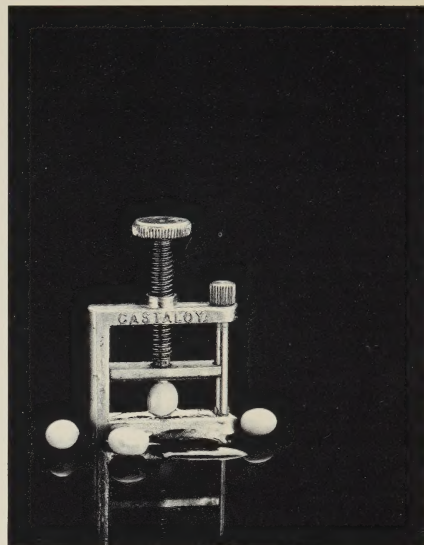


squeezing the most out of Ontario soybeans

COVER PHOTO:

This month's lead story deals with the work being done by farmers, industry and researchers to expand the soybean industry in Canada. With over 95 percent of Canadian production taking place in Ontario, this will have a tremendous impact on our agricultural future.

Soybeans themselves are remarkable producers of much needed protein. One kilo of soybeans contains as much protein as 2.5 kilos of beef. But steak lovers take heart, anyone who has ever tried to barbeque soybeans knows that there are some things you just can't replace.



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MARKETING AND DEVELOPMENT
IN ONTARIO AGRICULTURE,
Ministry of Agriculture and Food
Queen's Park, Toronto
M7A 2B2

Published by:



Ministry of
Agriculture
and Food

ONTARIO

Dennis Timbrell

Minister

ISSN 0821-9281

A lot of haylage has gone into the silo since the spring edition of "Marketing and Development in Ontario Agriculture."

Now, many events later, this current edition offers a view of some of the happenings that have occurred during the past quarter in the province's agriculture and food sector.

Food export missions continue to win converts among the primary and secondary food producers who want to expand their markets.

Four Ontario companies participated in

Branch staff who serve as the field contacts and project inspectors for the Ontario Storage and Packing Assistance Program for fruit and vegetables, which is funded by the province's Board of Industrial Leadership and Development (BILD).

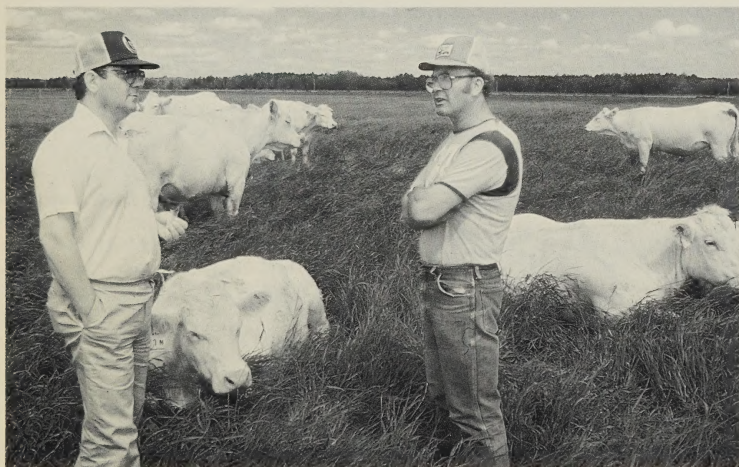
BILD grants have provided welcome assistance to private capital investment in many areas of the agriculture and food sector.

The Storage and Packing Assistance Program, for example, has provided \$6.2 million in grants to more than 370 farmers and firms in the past 30 months. Private sector

co-funded by Foodland Ontario and 10 food producer organizations, featured food sales and promotions, cooking and food preparation demonstrations and a wine garden. Thousands of consumers visited this theme exhibit at the Ex, with many declaring their support for the Foodland program as the most practical way of keeping Ontario farm land productive for future generations.

In a late development at press time, the Ontario Cabinet approved establishment of a broiler and roaster hatching egg and chicken marketing commission. Requested

AN OVERVIEW.



William Doyle

William Doyle
Assistant Deputy Minister
Marketing and Development

William Doyle (left) is shown admiring the purebred Charolais herd of Andre Brazeau of Thorneloe, Northern Ontario.

an agricultural trade show in Saudi Arabia and reported some \$2 million in sales. The largest-ever trade mission organized by OMAF probed the Greater Detroit market (stories in this issue) and the 33 participating companies are optimistic that sales could reach \$8 million.

The Fruit and Vegetable Inspection Branch of the Ministry has been reorganized to improve program delivery by directing resources to areas of greatest need. The five district supervisors and 18 inspectors enforce quality, labelling and packaging standards for fruit and vegetables, honey and maple syrup. They are also responsible for some 300 seasonal employees who grade processing crops.

The reorganization will benefit the

investment in these projects amounts to nearly \$14 million. This particular BILD program is designed to reduce imports by extending the marketing period for Ontario grown fruit and vegetables for both the fresh and processed markets.

With more domestic produce becoming available, the Foodland Ontario staff has had to increase their promotional efforts among consumers. In addition to a summer advertising campaign, co-sponsored by marketing boards, distribution of recipes, brochures and point-of-sale material in supermarkets and shopping malls, Foodland Ontario figured prominently this year in the food exhibits at the Canadian National Exhibition.

A "Good Things From The Land" exhibit,

by both the egg producers and hatcheries, the commission will set prices and settle any disputes which may arise between the two groups.

The egg and chicken industries will be featured in an upcoming edition of "Marketing and Development in Ontario Agriculture."

As always, our purpose is to provide you with news and feature stories about activities in the Marketing, Quality and Standards, and Foodland Preservation and Improvement Divisions of the Ministry. We hope you find this edition informative and interesting to read.



ontario floriculture

The nine floriculture firms involved estimate that some \$2.3 million worth of export sales were generated by this trade mission.

There is more than good food among the good things that grow in Ontario. There are potted plants and nursery shrubs for example, which are only two of the products grown by an expanding floriculture industry that now produces Canada's seventh largest crop.

More than 60 per cent of the country's floriculture industry is located in Ontario. In 1981, sales in the province were estimated at \$120 million. Ontario's export sales have been growing 20 per cent a year since 1980. Combined nursery and flower exports grossed close to \$30 million in 1982.

As with most other exports, the United States is the major customer. U.S. importers concentrate mostly on nursery stock and potted plants. Their purchases increased from about \$5 million in 1976 to nearly \$14 million in 1981.

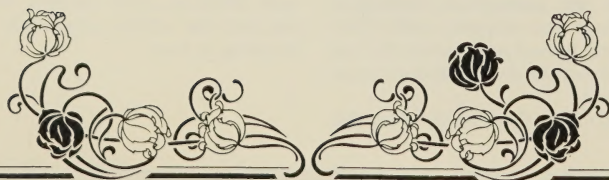
The Ministry of Agriculture and Food's first export mission of floriculture products focused on the Central Environmental Nursery Trade Show in Columbus, Ohio, where four Ontario companies participated: Plant Products Co. Ltd., Bramalea; Croen's Nursery Ltd., Dundas; John Connon Nurseries Ltd., Waterdown; and H.C. Downham Nursery, Strathroy.

William Doyle, assistant deputy minister of marketing and development, said all four companies made contact with buyers from the northern U.S. and recorded sales of \$500,000. Projected sales for the year, Doyle said, could be in excess of \$1.5 million.

Ontario floriculture firms played a prominent part in the recent Ministry-organized export mission to the Greater Detroit area. The nine floriculture firms involved met with wholesalers and supermarket chains to promote their cut flowers, potted plants and nursery stock. They estimate that some \$2.3 million worth of export sales were generated by this trade mission.

In addition to export missions, OMAF brings buyers in from the U.S. to attend the annual Landscape Ontario Show in Toronto.

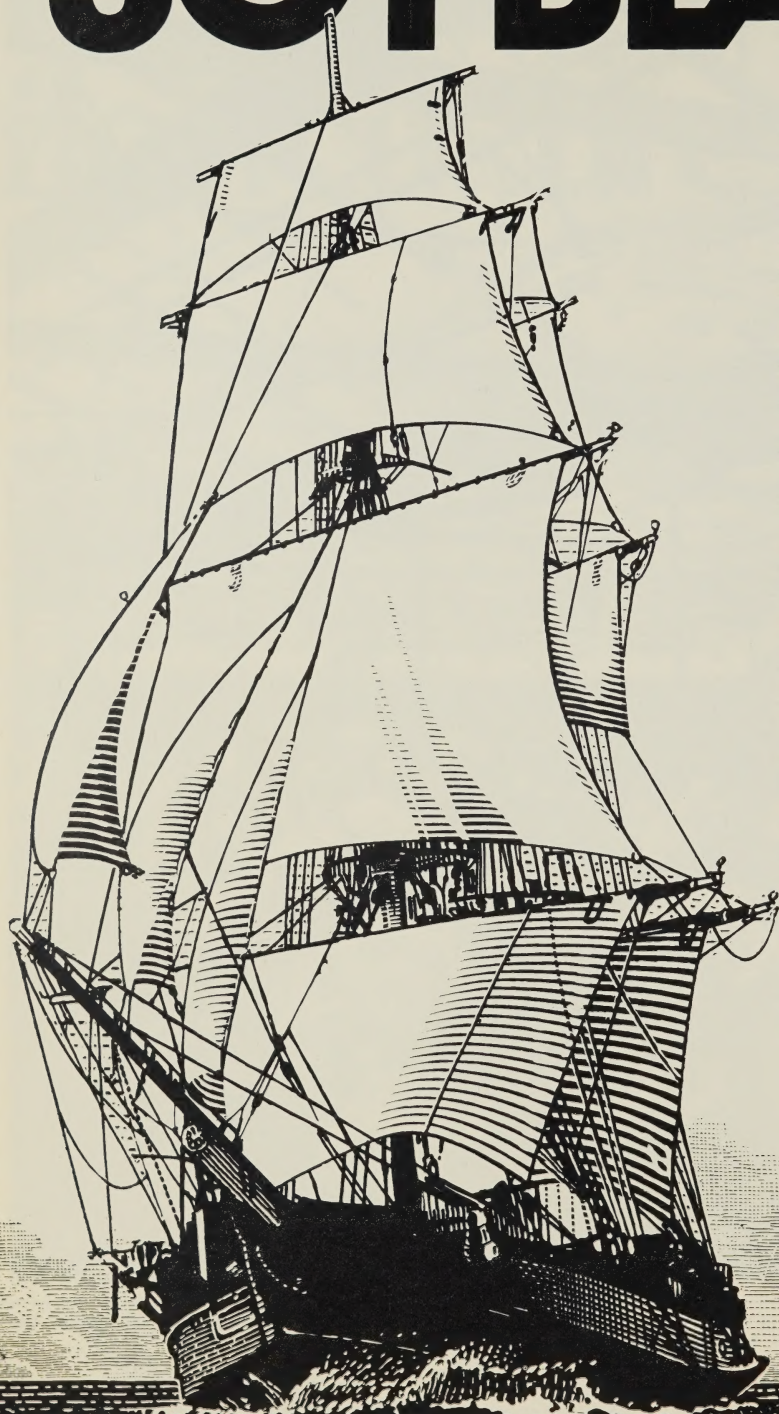
Ontario's floriculture industry is recognized for its output of healthy, hardy stock which some growers say may be partly attributed to the fact that most of the province's floriculture growers are of Dutch origin. Whatever the reason, Ontario growers have been able to compete successfully in the competitive U.S. market and are confident that they can continue to gain sales on their European rivals in the years ahead.





Potted plants and nursery shrubs are two of the major items exported by Ontario's expanding floriculture industry. Nursery and flower exports, mostly to the United States, amounted to nearly \$30 million in 1982.

SOYBEANS



When the skipper of a Yankee Clipper plying the coast of China in 1804 returned home with a cargo of soybeans, no one could foresee the impact his voyage would make on North American agriculture some 150 years later.

During the early years, soybeans were grown primarily as a hay crop. They were introduced to Canada from the United States in 1893 by researcher C.A. Zavitz at the Ontario Agricultural College. Working alone for 30 years, Zavitz, through painstaking research, developed the first variety registered by the Canadian Seed Growers' Association.

Soybeans earned their rightful place in the sun during the Second World War when the demand for oil for industrial purposes became a priority. By the early 1950's, the soybean had become a major cash crop in Southwestern Ontario and growers voted in 1949 to establish the Ontario Soya-Bean Growers' Marketing Board.

Dr. J.W. Tanner, head of the Crop Science Department, University of Guelph, says that the soybean which has established itself as an oil crop "has now had thrust upon it a major role in the fight against protein hunger."

Soybeans are one of the most important sources of protein in the world. One kilogram of soya is equal in protein and fat to 2.5 kg. of beef or 7.5 litres of milk or 54 eggs. Today, high quality Canadian grown and processed soybeans, soyamilk, soya flour and isolated soya proteins are used in a variety of ways for human consumption in both domestic and international markets.

Soybeans have become Ontario's third largest cash crop in dollar value. Otis McGregor, who recently retired as secretary-manager of the Ontario Soya-Bean Board, recalls that when he joined the Board in 1958 there were about 80,000 hectares (200,000 acres) of soybeans grown in the province, mostly in South-western Ontario. Soybean acreage grew to

275,600 hectares (689,000 acres) in the 1981-82 marketing year, worth nearly \$188 million to the growers.

More than 95 percent of all soybeans produced in Canada are grown by approximately 17,000 growers who are mainly located in Southwestern Ontario. Climatic requirements in the past confined the viability of soybean production to Pelee Island, Essex, Kent, Lambton, Elgin and Middlesex counties. Today, new short season varieties are extending the area where soybeans can be profitably grown to Central and Eastern Ontario. This year there were 35 applications for licences for new varieties.

Since its establishment in 1949, the main objectives of the Ontario Soya-Bean Growers' Marketing Board have been to negotiate terms and conditions of sale for growers, negotiate improved transport rates and elevator rates plus product promotion and marketing. The Ontario Soya-Bean Growers' Marketing Plan, under which the Board was formed, incorporated a negotiating committee and it is through this that growers have realized the greatest benefits. From its beginning, the Board has concentrated its efforts in the area of marketing. These efforts aimed at improvements in marketing conditions have meant either direct increased returns or indirect savings to growers. Buyers have benefited from lower freight rates, the development of export/import channels and price stabilization through the establishment of maximum charges for handling and cleaning soybeans. Indirect benefits to the buyer have resulted from the Board's competent, aggressive promotion of soybeans as viable, high quality alternatives for food products, livestock feeds and numerous technical and industrial uses in domestic and foreign markets.

The Board's operation is financed by a licence fee only. Each grower pays 90¢ a tonne to the Board. From the 90 cents, 18 cents is allocated specifically for research, promotion and advertising.

Because of their high protein and iron content, soybeans are a highly nutritious



Soybeans are now Ontario's third largest cash crop in terms of dollar value, worth nearly \$188 million to growers in the 1981-82 marketing year.

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food. In Japan and many other Eastern countries, soybean products such as soyamilk and tofu are an important part of the traditional diet. In Ontario, the Board promotes the theme "Soybeans are for Eating". A home economist has joined the Board to develop new recipes and promote soybeans through radio and television talk shows, fairs and shopping mall demonstrations.

There are two basic domestic uses for soybeans — for the edible oil market and the oil cake meal market. The demand for soybeans to supply these two markets in Canada absorbs all that can be produced in Ontario plus large volumes imported from the U.S. In addition, there is a relatively small but significant quantity of Ontario soybeans consumed in on-farm feeding programs and exported.

Even though domestic demand for soybeans exceeds domestic production, the competitive aspect of exports has been a benefit to price structures in Ontario. In 1974, Canada started to export soybeans to Japan for human consumption only. Exports to Japan have increased from 800 tonnes (29,000 bushels) in 1974 to 109,000-136,000 tonnes (4-5 million bushels). The soybeans sent to Japan are all first quality and are used for soyamilk, soyaflour and tofu. Soybeans from Ontario are just starting to be exported to the Netherlands for human consumption and growers are confident that the European market will continue to grow.

Soybeans are processed by three firms in Ontario which receive them through a network of some 200 country dealer outlets. The processors may also buy direct from growers. The processors are located in Toronto, Windsor and Hamilton.

During the 1981-82 crop year, 980,125 tonnes (36 million bushels) of soybeans were processed into meal and oil to meet Canadian demands. This requirement was met with 707,868 tonnes (26 million bushels) of Canadian soybeans, and net imports of 272,257 tonnes (10 million bushels).

Soybean growers have a number of options open to them to sell their product. They may sell their soybeans outright for cash, store them for later sale or sell them under contract. In addition to the regular type of contract to deliver at a given price, some growers enter a deferred pricing contract which is a form of futures contract based on the Chicago futures market.

Climatic requirements in the past have generally confined the viability of soybean production in Ontario to the Southwestern region of the province. This limitation of climate has spurred research into the

development of new short season varieties which growers are now planting and opening up new soybean producing areas in Central and Eastern Ontario.

The skipper of that Yankee Clipper who surmised so many years ago that soybeans

were suited for the climate of Pennsylvania set events in motion that are still expanding the boundaries of agriculture throughout North America and in the Province of Ontario.



Close up of a maturing soybean pod. More than 95% of Canada's soybeans are grown in Ontario.

Ontario market gardeners are continuously seeking ways to improve the quality of their produce in response to consumers' demands.

Two Bradford Marsh growers believe they have found the answer to better product quality by upgrading conditions and facilities where their produce is stored.

Jim Verkaik of Hillside Gardens and Ken Horlings of Hol Mar Farms are two of the latest vegetable growers to participate in the Ontario Storage and Packing Assistance Program which is funded by the Board of Industrial Leadership and Development (BILD).

Verkaik is spending \$69,000 to install a new cooling system in his storage shed, which has a holding capacity of nearly 2.3 million kilos of carrots. A BILD grant of \$23,165 made the installation possible.

The new system circulates air through ducts from the storage area through cold water tanks and back into the storage area. This system maintains the ideal moisture condition for carrots — 99 per cent humidity at an optimum temperature of 0 degrees Celsius.

Verkaik, who grows 32 hectares (80 acres) of carrots, believes his product will leave the storage facilities in fresher and crisper condition as a result of the new cooling system. The majority of his crop is sold in New York State.

Hol Mar Farms, by investing \$170,000 to improve their bulk storage facilities, received a \$56,700 BILD grant. They grow 35 hectares of carrots and 45 hectares of onions. The carrots are sold to a Bradford packing house and the onions are packed at Hol Mar Farms.

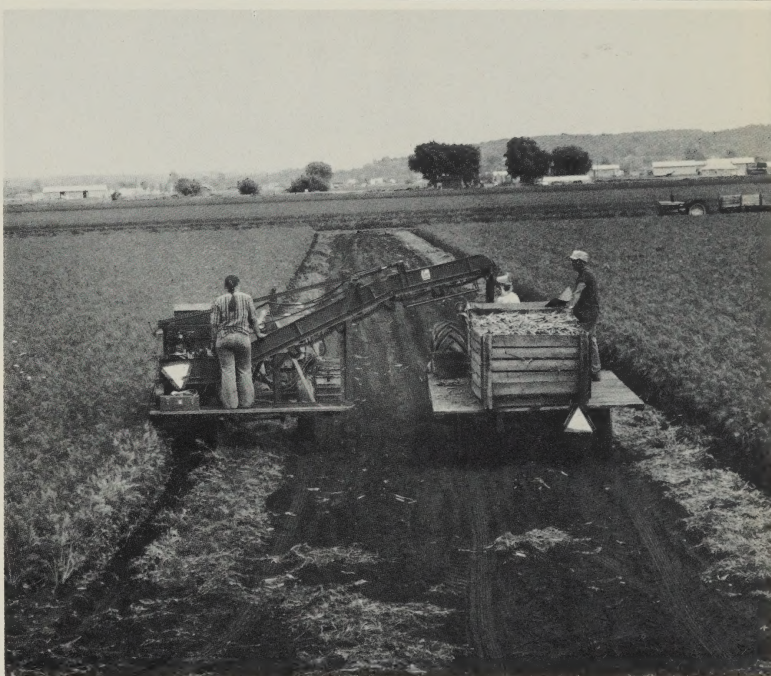
In addition, Hol Mar Farms is experimenting with a new cooling and moisture system of their own design. A series of sprinklers move slowly back and forth over the carrots, sprinkling them with cold water. Horlings has found that some varieties of carrots store better using this storage method.

The Ontario Storage and Packing Assistance Program is aimed at increasing the province's capacity to supply domestic and export markets with high quality fruit and vegetables over an extended marketing period. The BILD grants cover one-third of the cost of new or renovated storage facilities for domestically grown produce as well as one-third of the cost of purchasing and installing handling and packing equipment.

Agriculture and Food Minister Dennis Timbrell says that since the program was launched 30 months ago, 378 growers and

STORAGE

IMPROVES QUALITY



Carrot picking in the Bradford Marsh area. New developments in storage techniques will improve product quality.

packers have received \$6,284,797 in grants. Private sector investment in the various projects approved under the program amounts to \$13,726,983.93.

Agriculture and Food Minister Dennis Timbrell says that since the BILD program was launched 30 months ago, 378 growers and packers have received \$6,284,797 in grants.

CANOLA

crushing plant opens

The plant expansion was made possible by a \$4 million grant from the Board of Industrial Leadership and Development (BILD) which encouraged the company, a division of Canada Packers Inc., to invest an additional \$16 million to install a canola crushing facility.

The wheels of Ontario's newest agriculture and food industry have begun to turn, providing a local market for a new cash crop.

The new industry is a canola crushing facility built at Canadian Vegetable Oil Processing in Hamilton as part of a \$20 million expansion program.

Canola is a relatively new crop to Ontario. When in full operation, the Hamilton plant will crush about 160,000 tonnes of Ontario grown canola a year, providing a valuable vegetable oil and protein meal for Eastern Canadian markets.

The plant expansion was made possible by a \$4 million grant from the Board of Industrial Leadership and Development (BILD) which encouraged the company, a division of Canada Packers Inc., to invest an additional \$16 million to install a canola crushing facility.

In this first year of operations, most of the canola used will come from Western Canada, with Ontario farmers providing canola from about 10,000 hectares (25,000 acres). By 1990, Ontario acreage of canola is expected to exceed 80,000 hectares (200,000 acres).

At the official plant opening, Premier William Davis spoke of the vast potential being created for producers of canola, but not at the expense of any other crops. Soybeans, also used to produce raw vegetable oil, are still a popular crop throughout the province.

He cited the new industry as an example of Ontario's agricultural strength through crop diversification.

The new plant produces raw vegetable oil for use by the vegetable oil refining industry to produce edible food products such as salad oils, cooking oils and dessert toppings and industrial products for the baking industry. In addition, the plant will produce high protein meal for the feed industry to be formulated into supplements and complete feeds for livestock and poultry.

The plant now processes 1,200 tonnes of soybeans a day, with Ontario farmers providing 80 per cent of the soybeans. About 95 per cent of the soybean oil produced is sold in Canada.



Premier William Davis and Valentine Stock, president of Canada Packers, officiate at the opening of the new \$20 million facilities at Canadian Vegetable Oil Processing in Hamilton. They later toured the plant which will process Ontario-grown canola, a relatively new crop in the province.

MASTITIS



Ontario dairy farmers would be millions of dollars richer if they could eradicate mastitis from their cow herds.

Mastitis, an inflammation of the udder, has no effects on human health, but it causes heavy losses in milk production. Studies show that the average loss per cow per year in Ontario is in excess of \$153. Infection of a 50-cow herd would cost the farmer an estimated \$7,600 loss in milk production per year.

One of the priorities of the Ministry's Dairy Inspection Branch is to advise and recommend sound management practices as the key to effective control of mastitis.

More than one-third of Ontario's dairy cows are infected with some form of mastitis in one or more quarters of the udder. The infection, which in a majority of cases cannot be readily detected by the eye, results in an increase in the number of somatic cells in the milk.

Studies show that the average loss per cow per year in Ontario is in excess of \$153. Infection of a 50-cow herd would cost the farmer an estimated \$7,600 loss in milk production per year.

All cows have somatic cells in their milk — up to 200,000 cells per millilitre in an uninfected udder. When the udder becomes infected, an influx of leukocytes from the blood increases the number of somatic cells in the milk. A cell count of 200,000 to 300,000 indicates that there is a minimal mastitis infection. A count exceeding 500,000 indicates that mastitis infection is present and steps should be taken to correct the problem.

Research at the Ontario Veterinary College between 1968 and 1970 led to the development of an electronic somatic cell counter — an improvement over previous test methods used for many years. The new system gives a more accurate figure of the level of somatic cells and can be used to test bulk tank milk from an individual cow.

The Central Milk Testing Laboratory at Guelph tests dairy herds from bulk milk tank samples, using the Coulter Electronic Cell Counter. If the somatic cell count is high for a particular herd, a field service person from the Ministry's Dairy Inspection Branch visits the producer and suggests ways for the farmer to improve his operation. Frequently, the recommendation is that the farmer should take part in the Udder Health Management Program established by the Milk Marketing Board in 1982. The program focuses primarily on equipment management.

The Board contacts all dairy farmers by mail, urging them to participate in the program so that they may improve milk quality and net returns. Services offered include evaluation of milking equipment and procedures, animal environment and dry cow treatment. To date, more than 900 farms have been visited by OMMB field staff.

"The Ministry's Dairy Inspection Branch promotes good management practices as the key to mastitis control and increased revenues," says Dr. Joe Meiser, branch director.

"I believe it's good business to be a good manager," Dr. Meiser says, "especially when you're talking about millions of dollars a year farmers could share if they controlled mastitis on the farm."



John Wolting of the University of Guelph tests for mastitis, a disease that costs Ontario dairy farmers millions of dollars a year in lost milk. An approach for mastitis control includes a clean, stress-free environment for the dairy cow, proper maintenance of milking equipment, proper milking practices and a dry cow treatment program.

PROTECTING AGRICULTURAL LAND BASE

The protection of agricultural land as a priority interest will be enshrined in Ontario's new Planning Act which becomes law this month.

And the legislation makes it clear that this provincial interest will have to be considered by local governments in their planning process.

Ontario enacted the Planning Act in 1946, which basically authorized local government to formulate planning and development objectives, while allowing the Province responsibility to approve and hear appeals against local government decisions.

The new Planning Act is the result of a seven-year review of Ontario's municipal planning system. Its purpose is to streamline the planning process, highlight those aspects of planning in which the Province has a particular interest and place more responsibility for planning on locally elected officials.

For the first time, policy circulars on specific provincial interests will be printed to supplement the planning legislation. One of the circulars will deal with the protection of agricultural land.

The Province has advocated such protection since 1978 when the Food Land Guidelines were released as government policy.

Donald Dunn, director of OMAF's Foodland Preservation Branch, says the Guidelines have been adopted by the majority of municipalities which have an agricultural land base. It is expected that the Guidelines will be implemented by the remaining municipalities as they develop or revise their Official Plans.

The Guidelines are now being revised to reflect the Province's continued concern about the preservation and protection of the agricultural resource base and will receive formal status under the aegis of the new Planning Act.

The Ministry's Food Land Preservation Branch will also benefit from the provisions in the Act which make it compulsory for municipalities to hold public meetings before adopting an official plan or zoning bylaw. Now, proposed municipal plans will have to be made public before the fact and Branch staff will have the opportunity to review them. Should documents not conform to the new Act and policy circulars, Branch staff will negotiate directly with municipal staff and the approving agency to resolve potential conflicts.

Zoning bylaws have also been revised under the new Planning Act to benefit agriculture. In the past these bylaws have often used agriculture as a holding zone until such time as it could be used for urban development. The new Act will maintain and strengthen the status of the agricultural zone by identifying other zones, including those intended as a holding zone for development.

The 1983 Planning Act provides new protection for safeguarding the Province's agricultural land base for the benefit of Ontario's citizens now and in the future.



Donald Dunn, Director of O.M.A.F.'s Foodland Preservation Branch.

The Guidelines are now being revised to reflect the Province's continued concern about the preservation and protection of the agricultural resource base and will receive formal status under the aegis of the new Planning Act.

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Supervising Meat Inspector: Wally B. Andrew

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Technical Supervisor: Fred Fletcher

Milk Quality Control Specialist: Kevin Lohr

Systems & A.D.P. Officer: Terry A. Windle

FOODLAND PRESERVATION & IMPROVEMENT DIVISION

Exec. Director: Henry Ediger, 416-965-9433

CAPITAL IMPROVEMENTS BRANCH

HEAD OFFICE: 416-965-7661 Toronto

Director: Vern Spencer

1. KEMPTVILLE OFFICE: 613-238-7326

Agriculture Development Officer: Brian Dowdall

2. GORE BAY OFFICE: 705-282-2043

Agriculture Development Officer: Wilf Hardman

3. RENFREW OFFICE: 613-432-4841

Field Services Coordinator: Wil Hermans

Agriculture Development Officer: Cal Patrick

4. PLANTAGENET OFFICE: 613-673-5115

Agriculture Development Officer: Charles Hurtubise

5. NEW LISKEARD OFFICE: 705-647-6701

Agriculture Development Officer: Charles Potvin

6. WALKERTON OFFICE: 519-881-3301

Agriculture Development Officer: Wally Ritchie

7. STIRLING OFFICE: 613-395-3393

Agriculture Development Officer: Wilf Shier

CAPITAL IMPROVEMENTS BRANCH

HEAD OFFICE: 416-965-9921 Toronto

Drainage Coordinator: John Johnston

Drainage Technician: Edita Chylova

Drainage Inspector: Fred Halbert, 519-291-4448

Drainage Inspector: Frank Kistner, 519-345-2572

Drainage Engineer: Ralph Davidson

Drainage Clerk: Vicky Hammell

Drainage Clerk: Donna Hutchinson

Verification Officer: Savas Kekkas

FOODLAND PRESERVATION BRANCH

HEAD OFFICE: 416-965-9433 Toronto

Director: Donald Dunn

Land Use Analyst: Sue Macpherson

Regional Manager, S.W. and E. Ontario: Keith Pinder

District Manager, S.W. Ontario: Donna Sharp

Regional Manager, Central & Northern Ontario: Susan Singh

District Manager, Central & Northern Ontario: Neil Smith

District Manager, Eastern Ontario: Tonu Tosine

FERGUS OFFICE: 519-846-5371

Land Use Specialist: Harold Flaming

KEMPTVILLE OFFICE: 613-238-7326

Land Use Specialist: Tom MacPherson

ST. THOMAS OFFICE: 519-631-4700

Land Use Specialist: Jim Miller

LINDSAY OFFICE: 705-324-6125

Land Use Specialist: Dale Toombs

ANCASTER OFFICE: 416-527-2995

Land Use Specialist: Ray Valaitis

ELMVALE OFFICE: 705-322-2231

MARKETING DIVISION

FARM PRODUCTS MARKETING BRANCH

HEAD OFFICE - 416-965-2124, TORONTO

Director & Chairman, Farm Products Marketing Board & Milk Commission - J.C. McMurphy
Vice-Chairman Farm Products Marketing - Robert M. McKay
Vice-Chairman Milk Commission: David K. Alles
Senior Advisor to Director: James F. Jewson
Marketing Officer: James R. Sandever
Administrator Milk & Cream Fund: Steve Beckley
Administrator Beef Financial Protection Fund: John Batt
Secretary Farm Products Marketing Board & Milk Commission: Cheryl Creet

FOOD PROCESSING BRANCH

HEAD OFFICE: 416-965-0311, Toronto

Director: Brian Slemko
Senior Advisor: Elizabeth Fedorkow
Financial Advisor: Gill Shaw
Industrial Assessment Officer: Doug Stone
Analysts: Phil Regli
Jim Naish

MARKET DEVELOPMENT BRANCH

HEAD OFFICE: 416-965-7701, Toronto

Director: Graham B. Richards

A. EXPORT UNIT: 965-7038

Manager: Henry C. Pauls
Market Development Specialists: Michael K. Loh
Charlie D. Milne
William H. Richardson
Peter K. Blay
Tony Stampfer

B. DOMESTIC UNIT: 965-7701

Manager: Anne Donohoe
Food Service Promotion: Rich Ellis
Retail Merchandising Specialist: Gary Gander
Media & Public Relations: Susan Zarzour

DETROIT TRADE MISSION SCORES

The register at Dearborn's Hyatt Regency Hotel looked like a Who's Who of Ontario food exporters.

The names were representatives of 33 companies of varying sizes participating in a food export sales mission organized by the Ministry of Agriculture and Food.

It was the largest food trade mission ever organized by the Ministry. Some of the province's main food and beverage firms and a number of enterprising flower, fruit and vegetable growers were among the 33 participants. Southwestern Ontario companies and growers made up a large part of the delegation.

The companies set up product displays at the hotel where Agriculture and Food Minister Dennis Timbrell hosted a media reception for 350 guests representing the major Michigan supermarket chains, food distributors and beer and wine importers.

Participants from the Leamington area included Oak Farms, Tage Hansen Ltd., Peter Theissen Greenhouse Flowers Ltd., Seaciff Flowers Inc., Yoder Canada Ltd., Ontairo Greenhouse Vegetable Producers' Marketing Board, Erie James Ltd., Armstrong Produce Co. Ltd., Weil's Food Processing, Fox and Neal Ltd., and Cecil Derkach Farms.

Toronto area participants were Carling O'Keefe Breweries, Siena Foods Ltd., Hayhoe Division of Chipman Foods Ltd., Food Service Division of Anco Products Ltd., Peter Macgregor Ltd., and Krispak Ltd.

Mississauga participants included: Brandt Meat Packers Ltd., Ontario Flower Growers' Co-op., and Oetker Ltd.

Also taking part in the mission were T.G. Bright and Co. Ltd., Niagara Falls; Portage Trade Development, Waterloo; Private Label Products Ltd., Concord; F.W. Fearman Co. Ltd., Burlington; Nipissing Game Farm, Callander; Henry Dekker Ltd., Strathroy; Lakeshore Produce Ltd., Jordan Station; Fernlea Flowers Ltd., Delhi; H.C. Downham Nursery Co. Ltd., Strathroy; Countryside Cannery Co., Stoney Point; Stoney Point Cannery, Stoney Point; King Canning Ltd., Paincourt; and Cedar Springs Cherry Growers' Co-op., Blenheim.

Greater Detroit is the fourth largest food market area in the U.S. with 150 million consumers located within one day's trucking of southwestern Ontario.

Bill Richardson, a market development specialist with the Ministry, said the food export mission to Michigan generated some \$8 million worth of new business.

The Michigan mission was part of the Ministry's continuing Export Market Development Program, which includes regular food export sales missions to the United States, the Caribbean, the United Kingdom, Europe, the Middle East and Far East markets.

In the past five years, export sales of Ontario agriculture and food products have nearly doubled. Yearly shipments from Ontario currently run in the range of \$1.6 billion.



Detroit trade mission participants review a successful day with Ontario Ministry of Agriculture and Food Minister, the Honourable Dennis Timbrell.

Bill Richardson, a market development specialist with the Ministry, said the food export mission to Michigan generated some \$8 million worth of new business.

Farm Drainage Inspection

Farm drainage is big business in Ontario for the industry itself and for the farmer who invests millions of dollars each year in draining and improving his land.

Fred Halbert of Listowel and Frank Kistner of Dublin are provincial tile drainage inspectors and their job is to make sure that the landowner who is having drainage work done is satisfied that the job has been completed in a proper manner. The industry also benefits when the work is completed to their customer's satisfaction.

At one time the Ontario Farm Drainage Association policed its own membership against faulty workmanship but frustrations developed because the organization had no authority to control non-member contractors. At the request of the association, the Ministry of Agriculture and Food, in 1973, proclaimed the Agricultural Tile Drainage Installation Act, which requires the licensing of every contractor who carries on the business of installing farm tile, every tiling machine and every tiling machine operator.

The legislation provides for the appointment of inspectors to oversee the work done by the drainage contractors. Since 1977, Halbert and Kistner have shared the inspection work which takes them all over the province.

Both are former tile drainage contractors and understand the problems associated with farm drainage.

Since the inspectors' main goal is to assist rather than to regulate the contractor, Halbert and Kistner are readily accepted in the field. They are a particularly welcome sight to the farmer who wants a proper job done.

OMAF's Capital Improvements Branch operates the inspection program. It tries to have an inspector visit each drainage contractor once a year. When installations are in progress, the inspectors make on-site visits, checking the equipment, soil conditions and the design and capacity of the drain. At least 90 per cent of the inspec-



tions are routine.

If problems arise with the installation, the inspector will offer his assistance. If the problem persists, the inspector may request that the material supplier and a provincial agricultural engineer visit the site. Sometimes it becomes necessary to rent a back-hoe and spend several days on the site to solve the problem. The Ministry,

contractor or material supplier are liable for any expenses incurred, not the landowner.

Since the Agricultural Tile Drainage Installation Act came into force 10 years ago, the experience has been that less than 10 per cent of the installations have encountered problems. In most of the cases, the problems are caused by oversight

or bad judgment.

Since the legislation was enacted 10 years ago, the Ontario government and farmers together have invested over \$350 million in drainage. That so few problems have occurred is a tribute to the tile drainage industry, which has contributed so much to the increased productivity of Ontario's food land.



INSPECTORS VISIT WORK SITES UNANNOUNCED — Most farm drainage work is carried out to the satisfaction of the landowner, but to make sure that no shortcuts are taken or inferior material is used, the provincial tile inspectors make unannounced on-site visits to inspect the work in progress.

Since the legislation was enacted 10 years ago, the Ontario government and farmers together have invested over \$350 million in drainage.

J.M. SCHNEIDER

IN THE BEST FAMILY TRADITION

When you have a winning formula that has withstood customer scrutiny for 93 years, you don't tamper with the ingredients.

J.M. Schneider Inc. follows in the tradition set by sausage maker John Metz Schneider when he started his own business in Kitchener in 1890.

Today, the company he founded is the largest member of the Heritage Group of companies, which includes National Consolidated Food Brands Inc., F. G. Bradley Inc., Link Services Inc., and Portage Trade Developments. These companies, with assets of \$126,000,000, are engaged in the production, marketing and distribution of more than 2,500 fresh and processed meat and fresh and frozen dairy products to the retail and food service industries.

Although part of one of Canada's largest integrated food companies, J.M. Schneider Inc. continues to recognize the high standards for good food and service established by its founder. Present management of these companies includes three members of the third generation of the Schneider family.

Processed meats, with their inherent values, provide consumers today with very reasonably priced meat protein alternatives. The marketing thrust for this company emphasizes the value and goodness to be had by using these relatively inexpensive products in thrifty, nutritious menu items. A marketing theme, "Hearty Meals in the J.M. Tradition", falls back on the traditional values and goodness that is so much a part of Schneider's reputation.

Cheese was a natural extension of John Metz Schneider's early meat business. That is why the company has been producing and marketing a complete line of natural cheese for more than half of its 90-year history. In fact, Schneiders is credited with developing Farmers Cheese, which has become one of Canada's distinctive table cheeses.

Today Schneider cheeses are marketed by Natco, with production taking place at the Winchester Cheese Company, of which Natco is a 50 percent shareholder.

Portage Trade Development, a company formed in 1982, is exploring and penetrating export markets for J.M. Schneider with its processed meat products. This new division handles all processed sales of Heritage Group of companies outside of Canada.



J.M. Schneider Inc. has achieved a significant measure of success in developing export markets in Japan for fresh products. Service to customers and quality of product is as important in developing export customers as it is in developing domestic customers.

In 1983, the Schneider organization employed 2,700 people. The processed product produced from the slaughter of hogs, beef, poultry and lamb is available to Cana-

dian consumers from St. John's, Newfoundland to Victoria, British Columbia.

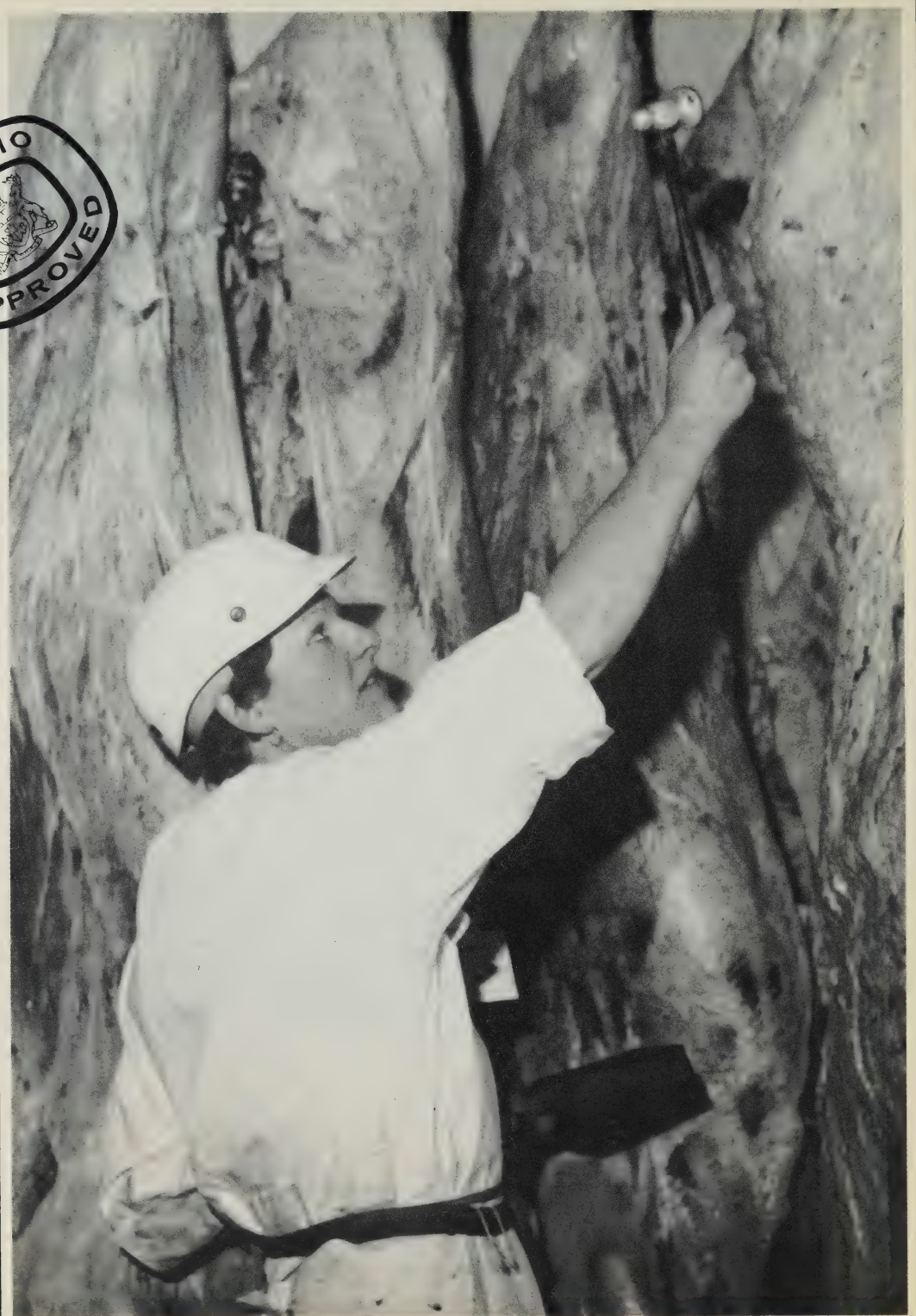
The Heritage Group, of which J.M. Schneider is a part, sold food products worth \$581,000,000 in 1982. Not even John Metz Schneider, whose determined, entrepreneurial spirit turned a part-time sausage business into a major industry, could have seen the emergence of the Schneider company as one of Canada's food giants — or could he?

J.M. SCHNEIDER



Shown left to right during a tour of J.M. Schneider's Kitchener plant are Henry Beben, vice-president, Heritage Group Inc.; Dr. Ken McDermid, executive director, quality and standards, O.M.A.F.; Honourable Dennis Timbrell, Minister of Agriculture and Food; Ken Murray, president, J.M. Schneider; and Bill Doyle, assistant deputy minister, marketing and development.

In 1983, the Schneider organization employed 2,700 people. The processed product produced from the slaughter of hogs, cattle, poultry and sheep is available to Canadian consumers from Newfoundland to British Columbia.



INSPECTORS ASSURE CONSUMERS OF WHOLESOME RED MEAT

Consumers never see the guarantee but all red meat dressed and sold in Ontario carries one. The guarantee is a dye stamp which says "Ontario Approved" or "Canada Approved" and is the consumers' assurance that the meat grilling on the barbeque has been provincially or federally inspected and approved for its wholesomeness.

Ontario's meat inspection program was implemented in 1965 to supplement the federal inspection program. Agriculture Canada inspects the larger slaughterhouses and the Ontario Ministry of Agriculture and Food has the responsibility for the smaller plants, which now number 24. Several new plants have been built in 1982 and 1983.

The Ontario Meat Inspection Act requires that all plants must meet certain standards and be licensed. All meat that is provincially inspected is sold in Ontario. Federally inspected meat is sold in Ontario and across Canada and exported.

A meat inspection staff of 136 is assigned to the slaughterhouses. By law an inspector must be present during slaughtering operations. The animal is inspected before slaughter then subsequently the carcass is inspected to ensure that the meat is disease free and fit for human consumption.

If the animal or carcass appears abnormal, a veterinary inspector appointed under the Meat Inspection Act decides whether the carcass is suitable for human consumption. If condemned, the carcass is sent to an inedible rendering facility.

All acceptable carcasses are stamped with the "Ontario Approved" symbol, which assures consumers that the red meat they have purchased is wholesome. Red meat includes cattle, hogs, goats, lambs and rabbits. Poultry is also inspected under this program.

This year, red meat slaughter in Ontario has increased by more than 11 percent over 1982, based on first quarter figures.

**GOVERNMENT
APPROVED**

**All meat that is provincially
inspected is sold in Ontario.
Federally inspected meat is sold in
Ontario and across Canada and
exported.**

**LEFT: Provincial meat inspector Polly
Pletch stamps "Ontario Approved" on a
carcass at Snider Farms near Breslau.**

SAUDI ARABIAN TRADE SHOW



Charlie Milne, Ministry market development specialist who led the Saudi mission, said the four Ontario firms involved believe total annual sales could exceed \$2 million.

For the second consecutive year, Ontario agriculture and food firms have been highly successful at Saudi Agriculture '83, a trade show held at Riyadh, Saudi Arabia.

Since the show is only two years old and the country's only agricultural trade show, interest among government officials and buyers is keen and all exhibitors left with a high degree of confidence that worthwhile contacts were made there.

Ontario firms participating in trade missions organized by the Ontario Ministry of Agriculture and Food attended the show both years, and as a consequence enjoyed a high profile. Ontario companies participating this year were Hays Farms International Ltd., Oakville; Shaver Poultry Breeding Farms Ltd., Cambridge; Semex Canada, Guelph; and Bedirian Embryo Transfers Ltd., Rockwood.

Charlie Milne, Ministry market development specialist who led the mission, said the four Ontario firms involved believe total annual sales could exceed \$2 million.

Hays Farms International is well established in the Saudi Arabia market. They have sold cattle there for 12 years and attended last year's Saudi agricultural show. Canadian Holstein-Friesian dairy cattle are rapidly becoming known in Saudi Arabia as the "quality" cow. In many instances, Canadian animals are preferred when upgrading herds, as replacement cows and as start-up cows in many of the more recently established dairy operations.

To add further strength to the Ontario presence, Bill Edelstein of Hays Farms and herdsman Frank Robinson of Starcrest Jersey Farms, Georgetown, delivered a planeload of 70 Holstein-Friesians and 30 Jersey cows to the King Faisal University at Hofuf. The cattle were selected in Ontario last March by three of the university staff.

These cows will be used in dairy research projects to study the utilization of date palm leaves and poultry manure as feed stuffs for farm livestock and to study the effects of heat on milk production. Both projects have priority status within Saudi Arabia and could lead to increased sales of Canadian cattle throughout Saudi Arabia.

Shaver Poultry Breeding Farms has supplied Saudi Poultry with layer breeding stock for a number of years. Saudi Poultry is the largest egg supplier in that country. The Ontario firm believes its participation in the trade mission will result in further sales of breeder stock so that Saudi Poultry's capacity can be maintained. The company also made a number of promising contacts with respect to the broiler breeder market in Saudi Arabia.

Semex's trip to Saudi Arabia was a first-time experience. The company's main interest is upgrading and improving the stock of established dairy herds by using artificial insemination. Hank Morsink of Semex believes the Saudis have gained sufficient experience with the production side of the dairy industry that they can now appreciate the merits of good breeding. The artificial insemination technology has good potential for goats in Saudi Arabia as well.

For Bedirian Embryo Transfers, it was the firm's second appearance at the trade show promoting the benefits of embryo transfers. Company representatives were impressed with the Saudi's increased awareness and

understanding of embryo technology and expect to negotiate some contractual arrangements within the next year. There is great interest in establishing a joint venture program to conduct research studies on low conception rates during the hot summer months. Embryo transfer technology would be utilized in such a program.

Both Semex and Bedirian found their appearance at the trade show to be extremely timely because of an increased concern over health and breeding problems within the Saudi dairy industry. These problems have made the Saudis more aware of the merits of embryo transfer and artificial insemination which officials believe will translate into further business.



Ontario firms took a high profile this year at Saudi Arabia's only trade show, Saudi Agriculture '83. Above, Charlie Milne, OMAF marketing development specialist, who organized Ontario's participation in the show, discusses trade possibilities with an Arab visitor. Pictured at left is Bob Bedirian of Bedirian Embryo Transfers Ltd., Rockwood, explaining the procedures involved in embryo transfers.



FOODLAND PRESERVATION

commitment grows

RIGHT:

The Ministry's Foodland Preservation Branch has increased staff in both head office and in the field in order to respond more effectively to land use proposals. Shown discussing an agricultural land base map are, from left to right, Neil Smith, Sue Macpherson and Donna Sharp.

The Branch is now able to respond more effectively to municipal planning and development documents, proposals for new highways, pipelines and Hydro lines and other projects.



In response to increased public interest that the land where good things grow must be protected, the Foodland Preservation Branch has intensified its service in the Province. Branch staff are now located in six rather than four field offices. Their task: to provide advice and assistance to municipalities and their planning boards, land division committees and committees of adjustment in respect to matters affecting agricultural land.



In addition, the Toronto head office has increased its staff in order to provide a more effective response to land use proposals of other provincial government ministries and agencies, such as Ontario Hydro. The Branch is now able to respond more effectively to municipal planning and development documents, proposals for new highways, pipelines and Hydro lines and other projects.

Branch director Donald Dunn says his

group will also be concentrating on the development and application of policies aimed at rehabilitating agricultural land after mineral extraction has been carried out.

Keith Pinder, who joined the Ministry of Agriculture and Food in 1975, is Branch regional manager for Southwestern and Eastern Ontario. Since joining the Branch, he has been in charge of reviewing municipal zoning and land use plans and played a

major role in formulating the Food Land Guidelines, the Ontario government's policy for land use planning.

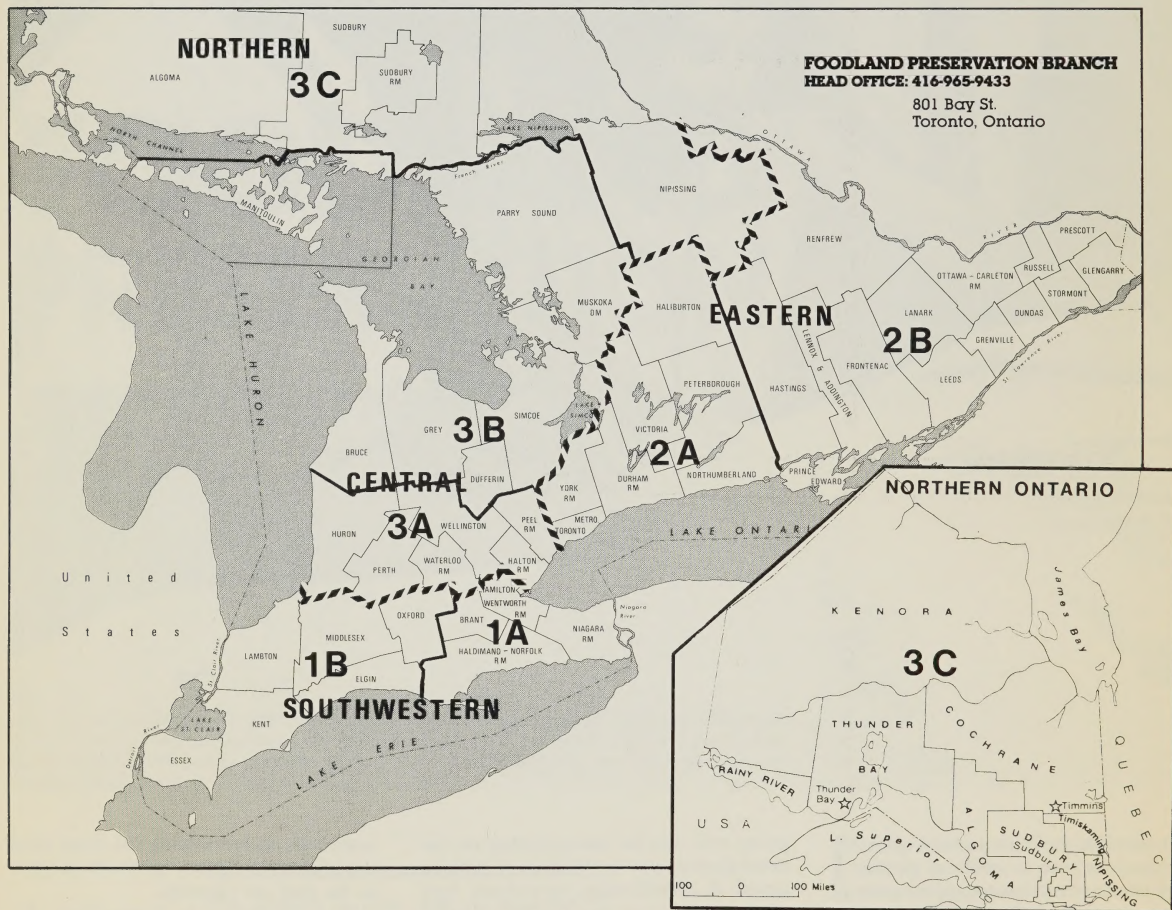
Pinder is assisted by Donna Sharp, district manager for Southwestern Ontario, Ray Valaitis in Ancaster and Jim Miller in St. Thomas; by Tonu Tosine, district manager for Eastern Ontario, Dale Toombs in Lindsay and Tom MacPherson in Kemptville.

Susan Singh, who joined the Branch in 1975 as associate director, is regional man-

ager for Central and Northern Ontario. She has been the Ministry's spokesperson on matters relating to the Environmental Assessment Act, the Ontario Energy Board Act and the Pits and Quarries Control Act. She has also worked on policies for landuse planning and foreign ownership of agricultural land.

Singh is assisted by Neil Smith, district manager for Central and Northern Ontario, Harold Flaming in Fergus, Herman Van Wesenbeek in Elmvalle and Sue MacPherson in Toronto.

Good things grow all over Ontario and to make sure they have room to grow the Foodland Preservation Branch covers the whole province. This map shows the major Districts.



WHY LOVE THEM AND LEAVE THEM?

When you can bring fresh Ontario produce back to the USA



YOU ARE ALLOWED:

\$25 duty free for a 24 hour visit

\$400 duty free for a visit of 48 hours or longer

U.S. Customs allows residents to bring back most fresh fruits* and vegetables to most states.

*Most countries excepted

Ministry of Agriculture and Food
ONTARIO
1-800-268-8787

This information is provided by the USDA

Why love them and leave them" sounds like country western, but in reality it's the theme of a new poster campaign aimed at U.S. tourists.

Americans enjoy touring the varied landscapes of Foodland Ontario; in fact traditionally, they are Canada's best tourist customers. They enjoy the good things that grow in Ontario so much that they conceal them in car trunks and luggage and smuggle them home.

The Ontario Ministry of Agriculture and Food has launched a poster campaign to inform U.S. visitors that it is both legal and good neighbourly to take Ontario fruit and vegetables home to friends and relatives across the border.

The posters have been distributed to retail outlets and roadside markets.

Anne Donohoe, Manager of Foodland Ontario's domestic market section, says the posters inform U.S. visitors of the amount of fruit and vegetables they may take home duty free. A visitor of 24 hours is permitted to take back \$25 worth of produce; someone staying 48 hours may return with fresh produce worth \$400.

The Ontario Ministry of Agriculture and Food has launched a poster campaign to inform U.S. visitors that it is both legal and good-neighbourly to take Ontario fruit and vegetables home to friends and relatives across the border.

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